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ABSTRACT

To let newspaper researchers know the information sources used for various applications and the value of each of the sources, 122 Newspaper Research Council members were surveyed in February 1988 (with a 75% response rate). Questions concerned the frequency of use of various listed sources, and the value, location, and applications for each source. Results indicated that some sources, including "Media Records" and "Research Alert" and on-line databases, were not used by many researchers but were highly rated by those who did use them. The advertising department accounted for most of the researchers' time. Also, very few researchers used the resources of the newspaper library. (An annotated bibliography of handbooks, guides, yearbooks, newsletters, surveys, and trade journals used by newspaper researchers, 29 tables of data, and a copy of the survey are appended.) (MM)

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NEWSPAPER RESEARCH INFORMATION

RESOURCE SURVEY

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Paper presented at the

Newspaper Research Council Spring Conference

April 12, 1988, in Monterey, California.

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NEWSPAPER RESEARCH INFORMATION RESOURCE SURVEY

PURPOSE

The goal of the survey is to let newspaper researchers know the information sources used for various applications and the value of each of the sources. We also wish to uncover additional sources some researchers may not be aware of and which might prove of value at their newspapers.

METHOD

NRC members at 122 individual newspapers were mailed a questionnaire in February of 1988 asking them to do the following:

1. Indicate the frequency of use of various listed sources.

2. Rate each source as to its value to their departments.

3. Indicate where each source is located.

4. Indicate the applications for each source.

5. Write in additional sources which they use and find valuable.

6. Write in information they have needed in the past two years which they could not find.

We achieved a total response rate of 75 percent. Although we received 50 percent of the questionnaires within three weeks of the first mailing, we did a second mailing with a revised (and pleading) cover letter and a copy of the original questionnaire and got an additional 25 percent.

Additional sources were written in by 77 percent of respondents and 52 percent wrote in information they needed but could not find.

Computer software used in this survey were:

1. Wordperfect -- for the cover letter and questionnaire.

2. dBase III-Plus -- for the mailing list.

3. Abtab -- for data entry and analysis.

4. Lotus -- for producing reports from translated Abtab files.

5. Deskteam -- for calculator functions.

6. Pro-Cite -- for producing a bibliography (please see attached).

Detailed findings are on the following tables, but a few observations are noteworthy:

* Some sources are not used by many researchers but are highly rated by those who do use them. In particular: Media Records, BAR reports, Research Alert and The Numbers News.

* On-line databases are not used by many but, with the exception of The Source, are quite highly rated by those who do use them. Compuserve is used the most and gets the highest rating. These findings suggest low awareness of database applications and fee structures. Researchers may wish to take a second look at these potentially valuable information resources by contacting their newspaper librarian who may already provide such services to the newsroom.

* By far the advertising department accounts for most of researchers' time which is evident from the few researchers who share much information with the newsroom (this assumes the newsroom doesn't have its own access to the information). Many of these sources could be used creatively with the newsroom for better understanding of the market or as foundations for news stories. Some examples: the changing demographics of neighborhoods, consumer behavior from market studies, economic trends from local employment, real estate or retail sales reports.

* Very few researchers use the resources of the newspaper library. Although most libraries have as a primary goal the information needs of the newsroom, researchers might give some thought to tapping the services of the library to better serve their information needs. Specifically, the role of the newspaper library could be expanded in two ways:

(1) the library staff potentially has the resources to oversee the technical aspects of selecting, acquiring, processing, filing or distributing information sources to newspaper researchers thereby freeing the research department from incurring labor intensive activities.

(2) the library staff may be called on to provide basic research services such as on-line database searching which is fast becoming a major function of librarians everywhere. This could save some money (especially in the research department budget) because librarians are trained to more efficiently search and retrieve information from the various databases.

Select List of Information Sources in Newspaper Research

The following annotated bibliography is a select list of handbooks, guides, yearbooks, newsletters, surveys, and trade journals used by newspaper researchers.

This list is not meant to be exhaustive. Included are the most frequently cited information sources based on the responses to our survey questionnaire.

The publications are arranged alphabetically by title within four major groups. Each entry contains a title, followed by the name of the publisher or company, and its address and telephone number. A summary of contents, including the scope and frequency of publication, is provided for each title. The bibliographic information for the sources listed comes from one or more of the following reference books:

Daniells, Lorna M. Business Information Sources. Revised edition. Berkeley: University of California Press, 1985.

Directory of Online Databases. New York: Cuadra/Elsevier, 1988.

Encyclopedia of Information Systems and Services. Sixth edition. Detroit: Gale, 1986.

HANDBOOKS, GUIDES, YEARBOOKS

ABC Publisher's Statement; ABC Annual Audit Report; ABC Fas-Fax.
Audit Bureau of Circulations, 900 N. Meacham Road, Schaumburg, IL 60173. (312) 885-0910).

Contains circulation data, as reported to the Audit Bureau of Circulations, on approximately 180 U.S. consumer magazines, farm publications, and approximately 1,900 U.S. and Canadian newspapers. Provides county-by-county average circulation for each newspaper and each edition of the newspaper. Data are also reported as percentages of total circulation. Monthly and annual updates.

Adweek's Marketers Guide to Media.
A S M Communications, 820 Second Avenue, New York, NY 10017. (212) 661-8080.

Pocket-sized guide containing current rate and audience estimates for the major media. Includes data on commercial television, cable television, magazines, radio, newspapers and outdoor. Quarterly.

American Newspaper Markets Circulation.
American Newspaper Markets, Inc., P.O. Box 994, Malibu, CA 90265. (213) 456-1863.

Analysis of penetration and circulation by county, by MSA, by ADI/DMA, and for daily and Sunday newspapers, regional sales groups, newspaper magazines and supplements, and consumer magazines.

BAR Reports.
Broadcast Advertisers Reports, Inc., 800 Second Avenue, New York, NY 10017-4709. (212) 682-8500, (800) 223-2496.

Contains monthly data on network television commercial activity and expenditures by product, by parent company, by network, and average costs of commercial minutes.

Broadcasting Cablecasting Yearbook.
Broadcasting Publications Inc., 1735 DeSales St., N.W. Washington, D.C. 20036. (202) 638-1022.

Contains directory information on U.S. and Canadian television and radio stations, advertising agencies, networks and programming, equipment manufacturers and engineering, cable systems, an ADI market atlas, and more. Also contains statistics on ranked list of TV markets, TV and radio billings and sales, as well as FCC financial figures for cable TV and for radio and TV broadcast service.

Editor & Publisher Market Guide.
Editor & Publisher Co., 11 West 19th Street, New York,

NY 10011. (212) 675-4380.

Market data for over 1,600 U.S. and Canadian newspaper cities covering facts and figures about: location, transportation, population, households, banks, autos, gas and electric meters, principal industries, climate, tap water, retailing, retail outlets, newspapers. Also gives the following marketing statistics: E&P estimates by county, newspaper city, and MSA for population, disposable income, income per capita and per household, households, crop and livestock value, total retail sales, number of retail stores, sales estimates for 9 retail store groups (lumber/hardware, general merchandise, food, auto, gasoline, apparel, furniture, eat/drink, drugs). Rankings of most of these marketing data, by MSA, leading counties and cities, are at front of volume. Annual updates.

Media Records.
Media Records, Inc., 7 Pennsylvania Plaza, 370 Seventh Avenue, New York, NY 10001. (212) 736-7490.

Vol. 1 gives advertising linage record of 218 daily and Sunday newspapers in over 78 cities, showing totals on 215 industry classifications and subclassifications of advertising for each newspaper. It is arranged alphabetically by city. Vols. 2-3, "Newspaper Advertisers," have individual linage record of 6,158 automotive and general advertisers in 237 daily and Sunday newspapers in 85 cities, arranged alphabetically by industry classification and name of advertiser. Some data on advertising linage also appears annually in the last May issue of Editor & Publisher in its "Report of Newspaper Advertising Linage." Monthly and annual updates.

Newspaper Advertising Bureau (NAB) Reports.
Newspaper Advertising Bureau, Inc., 1180 Avenue of the Americas, New York, NY 10036. (212) 921-5080.

Provides a series of marketing research reports on newspaper circulation, audience, reach and frequency, and costs as a service to the newspaper business and its advertisers. Sources of information for NAB Reports include local audience surveys for daily and Sunday newspapers; current newspaper circulation data by county, from American Newspaper Markets; demographic data estimated by Market Statistics, Inc.; and readership data from SMRB (Simmons Market Research Bureau, Inc.).

Sales & Marketing Management's Survey of Buying Power.
Bill Communications, Inc., 633 Third Avenue, New York, NY 10017. (212) 986-4800.

Current estimates of U.S. and Canadian geographic variations in population, income, and retail business. It is arranged in four sections (A to D): Section A provides survey highlights and features. Section C gives metropolitan area, county and city estimates (MSAs, formerly SMSA, and SCSAs) for population by age groups categories, households, Effective Buying Index (including % of households in four EBI income groups), retail sales for several retail store groups. Section D has similar marketing estimates for Canadian provinces, counties, and cities. Section B contains national, regional and state summaries and metropolitan area rankings. Updated annually.

SRDS Newspaper Rates and Data; SRDS Newspaper Circulation Analysis.
Standard Rate & Data Service, Inc., 3004 Glenview Rd. Wilmette, IL 60091. (312) 256-6067.

SRDS provides information on North American media and their markets for use by advertising buyers and similar clientele. It issues a series of periodicals containing names and addresses, advertising rates, market data, circulation or coverage statistics, mechanical requirements, and other information on television stations, radio stations, newspapers, and other publications. A separate monthly publication entitled: Newspaper Rates & Data profiles over 1,600 newspapers and newspaper groups, and a companion Newspaper Circulation Analysis volume tabulates circulation and market data. Monthly, bimonthly, quarterly, semiannual and annual updates, depending on the publication.

NEWSLETTERS

Data User News.
U.S. Bureau of the Census. Public Information Office, Room 2705, Federal Office Building 3, Washington, D.C. 20233. (301) 763-4051.

Provides continuous reporting on plans for decennial Census of Population and Housing and the Economic Censuses; descriptions of major new publications and computer tape files; announcements of seminars and conferences; descriptions of new services and conferences; technical explanations of census activities and methodology; regular listing of selected new publications; telephone contacts for Data Users; a Reader's Exchange section on how data are being used; an article index in June and December issues. Monthly.

Kiplinger Washington Letter.
The Kiplinger Washington Editors, Inc., 1729 H Street, N.W., Washington, D.C. 20006. (202) 887-6400.

News-briefs and predictions on business, economic and policy issues.

Newspaper Advertising Bureau (NAB) Research Memo.
Newspaper Advertising Bureau, Inc., 1180 Avenue of the Americas, New York, NY 10036. (212) 951-5080.

Brief overview of research relevant to newspapers, specially aimed at information to increase advertising sales.

The Numbers News.
American Demographics, Inc., P.O. Box 68, Ithaca, NY 14851. (607) 273-6343.

A publication of American Demographics. Newsletter reporting on demographic trends and demographic oriented products and publications. Monthly.

The Public Pulse.
The Roper Organization, Inc., 205 East Forty-Second Street, New York, NY 10017. (212) 599-0700.

Data from public opinion surveys and interpretation of trends shaping public policy and business. Monthly.

Research Alert.
Alert Publishing, Inc., 30-87 37th Street, Long Island City, NY 11103. (718) 626-3356.

Summary of survey findings based on public opinion polls, surveys and other marketing studies. Published 24 times a year.

SURVEYS

MRI (Mediamark Research, Inc.).
Mediamark Research, Inc., 341 Madison Avenue, New York, NY 10017. (212) 599-0444.

MRI conducts surveys on magazine and newspaper readership; radio, television, and other media exposure; individual and household demographic characteristics; consumer products and brand usage. Among its major publications is "MRI-Mediamarkets," which contains media audience and market survey data for 10 major U.S. markets. Annual.

Scarborough's National Newspaper Audience Ratings Study.
Scarborough Research Corporation, 10 East 40th Street, New York, NY 10016. (212) 736-1990.

Survey of markets and newspaper audiences around the country.

Simmons National Study of Local Newspaper Ratings.
Simmons Market Research Bureau, Inc., 380 Madison Avenue, New York, NY 10017. (212) 916-8900.

Survey of markets and newspaper audiences around the country.

Simmons Study of Media and Markets.
Simmons Market Research Bureau, Inc., 380 Madison Avenue, New York, NY 10017. (212) 916-8900.

Covers average and cumulative audiences measured for magazines, television, radio, newspapers and Sunday supplements, cable, outdoor advertising, and Yellow Pages. Market survey data include consumption rates and brand usage for products and services in over 800 categories. Also contains demographic data and psychographic characteristics. Annual.

TRADE JOURNALS

Advertising Age.
Crain Communications, Inc., 740 North Rush St., Chicago, IL 60611. (312) 649-5200.

Newspaper with current news of interest to advertising and marketing people. Special reports feature a product group, a type of media, or other topic of potential concern to subscribers, including the following: "100 Leading National Advertisers," "U.S. Agency Income Profiles," "100 Leading Media Companies," "Research Business Review," and a separate annual publication entitled "Advertising Age Yearbook," which provides a summary of important marketing and advertising news of the previous year. Semiweekly.

Adweek.
A S M Communications, 820 Second Avenue, New York, NY 10017. (212) 661-8080.

Adweek is a group of weekly magazines offering local and national advertising news and information. Its weeklies for five regions are edited within each region, and each publishes an annual directory of advertising agencies that usually includes data on total billings, gross income, names of accounts gained or lost, percent of media placement; with ranked lists of biggest agencies at front. Weekly.

American Demographics.
American Demographics, Inc., 108 N. Cayuga St. Ithaca, NY 14850. (800) 828-1133.

Magazine presenting news, features, reviews and articles on

demographic trends. Monthly.

Editor & Publisher.
Editor & Publisher Co., 11 West 19th Street, New York, NY 10011. (212) 675-4380.

News and information on different aspects of the newspaper industry. Weekly.

JQ, Journalism Quarterly.
Association for Education in Journalism and Mass Communication, University of South Carolina, 1621 College St., College of Journalism, Columbia, SC 29208-0251.

Publishes research in journalism and mass communication.

Newspaper Research Journal.
Association for Education in Journalism and Mass Communication, 1621 College St., Newspaper Division, University of South Carolina, Columbia, SC 29208-0251. (803) 777-2005.

Quarterly journal. Publishes scholarly articles and empirical research in the fields of journalism and communications.

Presstime Magazine.
American Newspaper Publishers Association, P.O. Box 17407 Dulles Airport, Washington, D.C. 20041. (703) 648-1000.

The journal of the American Newspaper Publishers Association. News and information on different aspects of the newspaper industry. Monthly.

Average daily circulation for latest 12 month period (largest paper)

Less Than 100,000	23%
100,000 - 249,999	48%
250,000 +	29%

Indicate the approximate percent of time your department devotes to the support of the following areas:

A) Advertising	61%
B) Circulation	13%
C) Newsroom	15%
D) Other (please explain below)	10%

Total FTE (Full-Time Equivalents):

1	8%
2	17%
3	16%
4	13%
5	6%
6	4%
7	11%
8	3%
9	2%
10	3%
11	4%
12	2%
More Than 12	10%

'Source.'	Frequency of use.			
	4 or More Times a Month	1-3 Times a Month	Less Than Once a Month	Never
Sales & Marketing Management's Survey of Buying Power	70%	27%	2%	1%
ABC Annual Audit Report (Your newspaper)	66%	24%	9%	1%
ABC Publisher's Statement (Your newspaper)	60%	20%	19%	1%
Local Demographic estimates (e.g., CACI, NPDC, govt. agencies)	59%	27%	13%	1%
Newspaper Advertising Bureau (NAB) reports	26%	48%	24%	2%
SRDS Newspaper Rates and Data	10%	22%	56%	12%
Local employment reports	8%	31%	48%	13%
Local real estate or construction reports	9%	19%	58%	14%
ABC Fas-Fax	15%	28%	43%	15%
Local retail sales reports	9%	27%	41%	23%
Editor & Publisher Market Guide	8%	12%	49%	31%

Source.	Frequency of use.			
	4 or More Times a Month	1-3 Times a Month	Less Than Once a Month	Never
SRDS Newspaper Circulation Analysis (NCA)	2%	14%	52%	31%
American Newspaper Markets Circulation	7%	22%	38%	33%
Media Records (your newspaper)	31%	13%	14%	41%
Media Records' Retail Major Merchandisers	10%	9%	17%	63%
BAR Reports (your market)	12%	10%	9%	69%
Cablecasting Yearbook Broadcasting/	1%	5%	23%	72%

Source.	Frequency of use.			
	4 or More Times a Month	1-3 Times a Month	Less Than Once a Month	Never
Databases:				
Compuserve	10%	8%	7%	75%
Nexis/Lexis	2%	3%	8%	86%
Vu-Text	2%	2%	8%	87%
Dialog	1%	1%	6%	92%
Dow Jones News/ Retrieval	1%	1%	5%	93%
The Source	0%	1%	4%	95%

Source.	Frequency of use.			
	4 or More Times a Month	1-3 Times a Month	Less Than Once a Month	Never
Trade journals:				
American Demographics	11%	54%	29%	6%
Editor and Publisher	21%	36%	35%	9%
Presstime	3%	31%	40%	26%
Newspaper Research Journal	0%	10%	44%	45%

Source.	Frequency of use.			
	4 or More Times a Month	1-3 Times a Month	Less Than Once a Month	Never
Newspapers:				
Wall Street Journal	34%	11%	18%	36%
New York Times	14%	7%	17%	62%
USA Today	15%	6%	14%	64%

Source.	Frequency of use.			
	4 or More Times a Month	1-3 Times a Month	Less Than Once a Month	Never
Newsletters:				
Newspaper Advertising Bureau Research Memo	4%	34%	52%	9%
Data User News (Census)	3%	18%	28%	50%
Research Alert	13%	15%	8%	64%
Kiplinger Washington Letter	9%	10%	17%	64%
The Numbers News	3%	7%	14%	76%
Roper Public Pulse	0%	7%	7%	86%

Source.	Frequency of use.			
	4 or More Times a Month	1-3 Times a Month	Less Than Once a Month	Never
Surveys:				
Your own local market survey (in-house or supplier)	92%	3%	3%	1%
1987 Scarborough Newspaper Audience Ratings Study (top 50 markets)	28%	5%	7%	61%
1987 Simmons Study of Media and Markets	10%	10%	12%	69%
1987 Simmons Nat'l Study of Local Newspaper Ratings (top 50 markets)	21%	6%	2%	70%

Source.	Value rankings.
	1 2 3 4 5 (1=No Value, 5=Very High Value)
Sales & Marketing Management's Survey of Buying Power	4.6
ABC Annual Audit Report (Your newspaper)	4.6
ABC Publisher's Statement (Your newspaper)	4.4
Local Demographic estimates (e.g., CACI, NPDC, govt. agencies)	4.5
Newspaper Advertising Bureau (NAB) reports	3.8
SRDS Newspaper Rates and Data	3.0
Local employment reports	3.8
Local real estate or construction reports	3.5
ABC Fas-Fax	3.9
Local retail sales reports	3.7
Editor & Publisher Market Guide	2.9

Source:	Value rankings.
	1 2 3 4 5 (1=No Value, 5=Very High Value)
SRDS Newspaper Circulation Analysis (NCA)	2.9
American Newspaper Markets Circulation	3.6
Media Records (your newspaper)	3.4
Media Records' Retail Major Merchandisers	3.2
BAR Reports (your market)	3.6
Cablecasting Yearbook Broadcasting/	2.9

Source.

Value rankings.

	1	2	3	4	5

(1=No Value, 5=Very High Value)

Databases:

Compuserve	3.9
Nexis/Lexis	3.3
Vu-Text	3.5
Dialog	3.5
Dow Jones News/ Retrieval	3.6
The Source	2.0

Source.	Value rankings.

1 2 3 4 5

(1=No Value, 5=Very High Value)

Trade journals:

American Demographics	3.8
Editor and Publisher	3.2
Presstime	3.3
Newspaper Research Journal	3.0

Source.* Value rankings.

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1 2 3 4 5

(1=No Value, 5=Very High Value)

Newspapers:

Wall Street Journal	3.8
New York Times	3.3
USA Today	2.9

Source.	Value rankings.
	1 2 3 4 5
	(1=No Value, 5=Very High Value)
Newsletters:	
Newspaper Advertising Bureau Research Memo	3.3
Data User News (Census)	2.9
Research Alert	3.9
Kiplinger Washington Letter	3.1
The Numbers News	3.6
Roper Public Pulse	3.2

Source.	Value rankings.

1 2 3 4 5

(1=No Value, 5=Very High Value)

Surveys:

Your own local market survey (in-house or supplier)	4.9
1987 Scarborough Newspaper Audience Ratings Study (top 50 markets)	4.1
1987 Simmons Study of Media and Markets	3.6
1987 Simmons Nat'l Study of Local Newspaper Ratings (top 50 markets)	4.1

Source.	Uses of the source.			
	Company's Internal Presentations	Advertising Sales Presentations	Newsroom	Outside Requests
Sales & Marketing Management's Survey of Buying Power	71%	97%	36%	80%
ABC Annual Audit Report (Your newspaper)	77%	88%	18%	82%
ABC Publisher's Statement (Your newspaper)	74%	78%	16%	75%
Local Demographic estimates (e.g., CACI, NPDC, govt. agencies)	85%	88%	50%	82%
Newspaper Advertising Bureau (NAB) reports	52%	93%	15%	53%
SRDS Newspaper Rates and Data	54%	64%	0%	44%
Local employment reports	63%	68%	22%	54%
Local real estate or construction reports	63%	75%	27%	49%
ABC Fas-Fax	82%	66%	10%	53%
Local retail sales reports	66%	84%	21%	54%
Editor & Publisher Market Guide	68%	38%	7%	52%

Source.	Uses of the source.			
	Company's Internal Presentations	Advertising Sales Presentations	Newsroom	Outside Requests
SRDS Newspaper Circulation Analysis (NCA)	60%	53%	0%	48%
American Newspaper Markets Circulation	77%	63%	3%	47%
Media Records (your newspaper)	64%	86%	2%	59%
Media Records' Retail Major Merchandisers	44%	91%	0%	32%
BAR Reports (your market)	60%	87%	0%	23%
Cablecasting Yearbook Broadcasting/	67%	70%	0%	11%

Source.	Uses of the source.			
	Company's Internal Presentations	Advertising Sales Presentations	Newsroom	Outside Requests
Databases:				
Compuserve	73%	68%	23%	55%
Nexis/Le	67%	42%	33%	25%
Vu-Te	73%	64%	27%	55%
Dialog	43%	57%	43%	14%
Dow Jones News/ Retrieval	50%	50%	33%	17%
The Source	25%	25%	50%	0%

Source.	Uses of the source.			
	Company's Internal Presentations	Advertising Sales Presentations	Newsroom	Outside Requests
Trade journals:				
American Demographics	66%	80%	19%	46%
Editor and Publisher	83%	31%	7%	21%
Presstime	88%	14%	8%	6%
Newspaper Research Journal	88%	28%	8%	8%

Source.	Uses of the source.			
	Company's Internal Presentations	Advertising Sales Presentations	Newsroom	Outside Requests
Newspapers:				
Wall Street Journal	63%	56%	9%	21%
New York Times	48%	40%	16%	24%
USA Today	64%	45%	23%	14%

Source.	Uses of the source.			
	Company's Internal Presentations	Advertising Sales Presentations	Newsroom	Outside Requests
Newsletters:				
Newspaper Advertising Bureau Research Memo	51%	93%	8%	30%
Data User News (Census)	80%	46%	17%	37%
Research Alert	58%	77%	15%	38%
Kiplinger Washington Letter	74%	30%	11%	30%
The Numbers News	65%	65%	18%	41%
Roper Public Pulse	33%	56%	22%	22%

Source.	Uses of the source.			
	Company's Internal Presentations	Advertising Sales Presentations	Newsroom	Outside Requests
Surveys:				
Your own local market survey (in-house or supplier)	90%	99%	64%	83%
1987 Scarborough Newspaper Audience Ratings Study (top 50 markets)	72%	97%	25%	72%
1987 Simmons Study of Media and Markets	31%	100%	15%	38%
1987 Simmons Nat'l Study of Local Newspaper Ratings (top 50 markets)	77%	96%	27%	65%

OTHER SOURCES WRITTEN IN:	NUMBER OF MENTIONS
MEDIA MARKET GUIDE	11
CENSUS BUREAU PUBLICATIONS (E.G., RETAIL TRADE, EMPLOY. & EARNINGS)	10
ADVERTISING AGE	8
RL POLK AUTO REGISTRATION DATA	8
VARIOUS SCARBOROUGH STUDIES	6
CHAMBER OF COMMERCE REPORTS	4
AD WEEK	3
MRI	3
AIRPORT/FLIGHT DATA	2
BELDEN PROPRIETARY STUDIES	2
FORTUNE	2
JOURNALISM QUARTERLY	2
NEWS ARTICLES IN OUR PAPER	2
PRIZM	2
ROPER CENTER'S POLL DATABASE OF PUBLIC OPINION STUDIES	2
U.S. STATISTICAL ABSTRACT	2
VALS	2

OTHERS MENTIONED ONCE EACH:

1985 SIMMONS SCARBOROUGH REPORT
ADMARC
ADVERTISING CHECKING BUREAU
AMERICAN ELECTRONICS ASSOCIATION DIRECTORY
AMERICAN MARKETING ASSOCIATION MEMBER DIRECTORY
AMERICAN MARKETING ASSOCIATION NEWS
ARB
AREA REPORT OF SOUTH FLORIDA
ARIZONA TREND BUSINESS MAGAZINE
ATLAS MAPPING PACKAGE AND UPDATES
BIRCH DIRECTORY
BROADCASTING
BUREAU OF ECONOMIC AND BUSINESS RESEARCH AT UNIV OF FLORIDA
BUSINESS CONDITIONS DIGEST
BUSINESS WEEK
CENTER FOR ECONOMIC DEVELOPMENT WICHITA STATE UNIV REPORTS
CIRCULATION GANNETT MEDIA
CITY,CO,STATE GOVERNMENT PUBLICATIONS AND ASSOCIATIONS
CITY OF WICHITA
COLORADO BUSINESS MAGAZINE
COMPUTRACK BANK REPORTS
CONFERENCE BOARD MAILINGS
CRAIN'S NEW YORK BUSINESS
CT/RI DIRECTORY OF MANUFACTURING
DATATIMES-NSP ARTICLE RETRIEVAL SYSTEM
DECISION RESEARCH SCIENCES
DENVER BUSINESS MAGAZINE
DOLLARS AND CENTS SHOPPING CENTERS
DUNCAN'S RADIO MARKET GUIDE
ECONOCLAST
ECONOMIC STATISTICS
EDITOR AND PUBLISHER INTERNATIONAL YEARBOOK

FIND
FLORIDA REVENUE DEPT
FLORIDA STATISTICAL ABSTRACT
FLORIDA TAG AGENCY
FOOD WORLD (GROCERY MKT SHARES)
FREEMAN REPORT ON NEW AUTO LOCAL SALES
GALE DIRECTORY
GALLAGHER REPORT
HALL'S EDITORIAL ANALYSIS
HARRIS INDIANA INDUSTRIAL DIRECTORY
HAWAII VISITORS BUREAU SURVEY
INFOMASTER
INFOTRACK
INMA NEWSLETTER
INSIDE PRINT MAGAZINE
INSIDE RETAILING
INTERNAL CIRCULATION BY ZIP CODE
IRS STATISTICS ON INCOME FOR CORPORATIONS
JOURNAL OF ADVERTISING RESEARCH
JOURNAL OF CONSUMER RESEARCH
JOURNAL OF THE ARF
KAGAN NEWSLETTER
KIPLINGER TEXAS LETTER
KS DEPT OF REVENUE
LIQUOR HANDBOOK
LNA
LOCAL PLANNING DEPT
LOCAL UTILITY
LONG ISLAND BUSINESS WEEKLY
LOS ANGELES TIMES MEDIA FACTS BOOKLET
LV ECONOMIC REVIEW
MARKETING AND MEDIA DECISIONS
MARKETING COMMUNICATIONS
MARKETING ECONOMICS INSTITUTE
MARKETING NEWS
MARKETING RESEARCH JOURNAL
MEDIA MONITORS (RADIO)
NAB STANDARD PANELS
NATIONAL PLANNING DATA CO. ZIP CODE DATA
NEW ENGLAND NEWSPAPER ASSO. AD VOLUME REPORTS
NEW YORK STATE DIRECTORY
NEW YORK STATE INDUSTRIAL DIRECTORY
NIELSEN TV RATINGS
NPOC MAP ANALYST
NRC CONFERENCE NOTES
OCCUPATIONAL OUTLOOK
OTHER NEWSPAPERS AND NRC CONTACTS
OUR AD AGENCY FOR TV AND RADIO DATA
OUR OWN CIRCULATION DATABASE
OUR OWN SPECIFIC INDUSTRY SURVEYS
PC WEEK
PETERSON'S GUIDE TO FOUR-YEAR COLLEGES
PLACES RATED ALMANACS
PROGRESSIVE GROCER MARKETING GUIDEBOOK
PUBLIC OPINION
PUBLIC OPINION QUARTERLY
RADIO ONLY MAGAZINE

RELIABLE REAL ESTATE FIGURES
REP. FIRM'S RESEARCH
REZIDE, ZIP CODE ENCYCLOPEDIA
SAGE PUBLICATIONS RESEARCH BOOKS
SALES & MARKETING DIGEST
SAN FRANCISCO BUSINESS TIMES WEEKLY
SLOAN MANAGEMENT REVIEW
SOUTHEASTERN VIRGINIA PLANNING DISTRICT COMMISSION
STANDARD AND POORS INDUSTRY SUMMARIES
STATE ABC ANNUAL REPORT
STATE DATA CENTER PUBLICATION
STATE DATA CENTER REPORTS
STATE DEMOGRAPHIC UPDATES
STATE DEPT OF EQUALIZATION
STATE DEPT OF FINANCE
STATE REGISTER AND MANUAL
STORES
STUDY OF GROCERY STORE SALES
SURVEY OF CURRENT BUSINESS
TAXABLE SALES IN CALIFORNIA
TAXABLE SALES REPORTS FOR VIRGINIA
TELEPHONE COMPANY
TIDEWATER VIRGININA STATISTICAL DIGEST
TURNING POINTS ECONOMIC NEWSLETTER
TV DIMENSIONS
UNIVERSITY BUSINESS BUREAU
UNIVERSITY CONTACTS
URBAN DECISION SYSTEM
US GOVT DATA OBTAINED UNDER FREEDOM OF INFORMATION ACT

INFORMATION NEEDS WRITTEN IN:

RETAIL SALES:

RETAIL SALES EXPENDITURES BY CATEGORY
SALES TAX STATS BY PRODUCT CATEGORY BY PARISH (COUNTY)
SWIMMING POOL SALES, LUGGAGE SALES, OTHER LOCAL MERCH. SALES
SALES PER SQUARE FOOT FOR REGIONAL MALLS
ACCESS TO SALES DATA BY ZIP CODES FOR LOCAL MARKET AREA
SALES IN SEATTLE COMPARED TO SALES IN OTHER MARKETS IN COUNTRY
DEPARTMENT STORES' ANNUAL SALES PER LOCATION
RETAIL SALES-LOCAL, SPECIFIC CATEGORIES
RETAIL SALES TAX INFORMATION
LOCAL RETAIL SALES INFORMATION
DETAILED NATIONAL, STATE AND METRO RETAIL SALES BY PRODUCT
MONTHLY DEPT STORE SALES IN OTHER MARKETS
RETAIL SALES FOR LOCAL MARKET
LOCAL STATS ON RETAIL SALES;DEMOS & EXPENDITURES OF <18 YR OLDS
RETAIL SALES AS A PERCENTAGE OF SALES BY MONTH
CURRENT LOCAL RETAIL SALES
BOOK SALES BY MSA AND PMSA FOR UNITED STATES
DEPT STORE SALES IN MARKET
CENSUS OF RETAIL TRADE FIGURES NOT ALREADY 1-2 YEARS OLD

EMPLOYMENT AND BUSINESS DATA:

RETAIL STORE GROWTH BY ZIP CODE
EMPLOYMENT DATA IN SPECIFIC INDUSTRIES & LOCATIONS
NUMBER OF HIGH TECH EMPLOYES BY OCCUPATION IN MARKET
CURRENT EMPLOYMENT BY OCCUPATION IN MY METRO COUNTIES
NUMBER OF HIGH TECH COMPANIES IN MARKET
NUMBER OF HIGH TECH COMPANIES WITH EMPLOYMENT BY OCCUPATION
NO. OF COMPANIES IN DIFFERENT INDUSTRIES
EMPLOYMENT STATS BY OCCUPATION
NUMBER AND TYPE OF EMPLOYEES BY ZIP CODE
COMPREHENSIVE DATA ON LOCAL HOSPITALS,NURSES,MD'S,SPECIALTIES
NO. OF HIGH-TECH COMPANIES IN MARKET
CURRENT NO. OF BUSINESSES & EMPLOYEES BY BUSINESS IN SMALL AREA
NUMBER OF RETAIL PERSONAL COMPUTER OUTLETS
NUMBER OF HIGH-TECH COMPANIES IN MARKET
LEADING EMPLOYERS - 3 COUNTY MARKET

MEDIA EXPENDITURES:

TOTAL ADVERTISING VOLUMES BY MARKET
AD REVENUE OF BROADCAST AND OTHER MEDIA IN OUR MARKET
OUR SHARE OF THE MEDIA PIE
LOCAL TV,RADIO EXPENDITURES FOR SMALL MARKET AREAS LIKE OURS
IMPACT OF CABLE TV ON MEDIA BUDGETING
LOCAL MEDIA SHARES
MARKET SHARE ESTIMATES OF AD DOLLARS-TV,RADIO,PAPER-OUR MARKET
LOCAL AD REVENUE ESTIMATES BY MEDIA
METHOD OF MEASURING LOCAL RADIO ADVERTISING REVENUE

ACCURATE COST INFORMATION ON LOCAL TV AND RADIO BUYS
RADIO EXPENDITURE ESTIMATES
ADVERTISING EXPENDITURES BY MEDIA, BY MARKET
ADVERTISING SHARE OF MARKET (MSA)

MISCELLANEOUS DEMOGRAPHIC DATA:

ACCURATE SUB-COUNTY HOUSEHOLD ESTIMATES
SUMMER RESIDENT POPULATION IN OUR RESORT AREA
MORE CURRENT US CENSUS OF POPULATION REPORTS
MORE CURRENT DEMOGRAPHIC AND ECONOMIC DATA LIKE THAT IN CENSUS
POPULATION PROJECTIONS TO THE YEAR 2010 BY MINOR CIVIL DIVISION
SAMPLE-BASED CENSUS UPDATES
TOTAL ADULTS 25 AND OLDER WHO CANNOT READ (FROM GOVT. DATA)
THE NUMBER OF PEOPLE WHO WORK BUT DO NOT LIVE DOWNTOWN
CURRENT ESTIMATES OF DEMOGRAPHICS BY ZIP CODE

RACE AND ETHNIC DATA:

DETAILED DEMOGRAPHICS BY RACE IN LOCAL MARKET
COUNTY ESTIMATES FOR RACE BY AGE
ACCURATE HISPANIC ESTIMATES AT SMALL GEOGRAPHIC LEVEL
UPDATE ON NUMBER OF HISPANICS BY ZIP
ACCURATE ESTIMATES OF ASIAN POPULATION BY MSA, PMSA
DATA ON HISPANICS
COUNTY ESTIMATES FOR SEX BY RACE
JAPANESE/ASIANS UPDATES
CURRENT, ACCURATE BREAKDOWN OF ETHNICS BY ZIP CODE

ADVERTISING EFFECTIVENESS:

DATA ON AD EFFECTIVENESS OF ROP VS INSERTS
EFFECTIVENESS OF SHOPPING CENTER PROMOTIONS, SHOPPER GUIDES

OTHER:

SAMPLE OF BROCHURE/QUESTIONNAIRE ON HOME AND CAR BUYER
COMPUTER-BASED INTER-MEDIA COMPARISONS AT LOCAL LEVEL
IMPACT OF DIRECT MAIL ON NEWSPAPERS
GENERAL SURVEYS ON PUBLIC RADIO LISTNERSHIP
THE AVERAGE COST OF A NEW CAR IN THE WASHINGTON DC AREA
FREQUENCY OF PURCHASING FOR VARIOUS PRODUCT CATEGORIES
NUMBER OF RESIDENTIAL TELEPHONES PER EXCHANGE IN MSA/STATE
DETAILED INFORMATION ON LOCAL HOUSING DEVELOPMENTS
COMPREHENSIVE ZIP CODE DATA
DEVELOPMENT TRENDS IN RAPIDLY GROWING MARKETS
MORE DETAILED/COMPLETE NOS ON SECTION/FEATURE READERSHIP-NAB
SPECIFICS ON DOLLAR IMPACT OF MILITARY PAY/PAYDAYS IN LOC MARKET
COMMUTER TIMES AND VOLUME FLOW

STREET SALES BY ZIP CODE OR CENSUS TRACT
RECOMMENDATIONS FOR ZC DEMO SUPPLIER REVIEW SHEET ON DATA AVAIL
DEMOGRAPHIC AND READERSHIP INFORMATION BY ZIP CODE
CIRCULATION BY ZIP CODE
SWIMMING POOL OWNERS BY CITY OR ZIP CODE
LIQUOR/BEER/WINE SALES AT MSA LEVEL THRU COUNTRY
MAP SUPPLIER W/REASONABLE COST MAP OF LOCAL MKT
TOTAL RETAIL SQUARE FOOTAGE IN MSA
NUMBER OF NYSE SHAREHOLDERS IN MSA (FROM NYSE REPORTS)
SALES OF AUTOMOBILES AND TRUCKS BY MAKE, CITY AND COUNTY
PROPRIETARY RESEARCH-ARBITRON BOOKS & SPECIAL BREAKOUTS
TRAFFIC COUNT MAPS
MEDIA RESEARCH FROM OTHER COUNTRIES (WESTERN EUROPE, CANADA,ETC)
MOBILITY, i.e., % OF HOUSEHOLDS MOVING OUT OF MARKET
INFORMATION BY PHONE EXCHANGES (WORKING BANKS, ETC.)
CABLE TV VIEWERSHIP IN OUR AREA
PAYROLL DOLLARS AND WHEN THEY ARE PAID
INFO ON CUSTOMER PROFILE BY BUSINESS AND OFFICE SUPPLY PLACES
LIST OF OUT OF STATE REALTORS LICENSED TO SELL IN NY STATE
RADIO STATION RATINGS AND DEMOGRAPHICS
NUMBER OF PASSPORTS BY COUNTY, CITY OR ZIP CODE
MAILING LISTS OF COMPANIES IN OUR MARKET BY BUSINESS CLASSIF
NAMES, ADDRESSES OF PEOPLE MOVING INTO THE MARKET

NEWSPAPER RESEARCH INFORMATION RESOURCE SURVEY

1) Name of your newspaper(s) AM_____ PM_____

2) Average daily circulation for latest 12 month period AM_____ PM_____

3) Indicate the approximate percent of time your department devotes to the support of the following areas:

A) Advertising _____%

B) Circulation _____%

C) Newsroom _____%

D) Other (please explain below) _____%

4) List below the number of full-time and number of part-time employes by category in your department. (FT= Full-time. PT= Part-time)

Director(s)	FT:____	PT:____	Assistant Director(s)	FT:____	PT:____
Manager(s)	FT:____	PT:____	Assistant Manager(s)	FT:____	PT:____
Research Analyst(s)	FT:____	PT:____	Research Assistant(s)	FT:____	PT:____
Secretar(y/ies)	FT:____	PT:____	Clerical support	FT:____	PT:____

Other (please list)

1._____ FT:____ PT:____ 2._____ FT:____ PT:____

5) For each of the information sources listed on the following pages, please circle the appropriate responses to the following questions :

* How frequently does your department use the source ?

* Rate the source as to its value to your department on a scale of one to five (1=no value and 5=very high value).

* Where is the source located (even if you do not have access internally, indicate where it is located if you ever use it) ? Circle only the one main location where you use it.

* Indicate whether the source is used mainly for your company's own internal intelligence or presentations, advertising sales presentations, outside requests from advertisers, other businesses, etc., or for newsroom purposes. Circle all that are frequent uses.

* List up to five information sources to which you have access and which you find useful and are not listed below (there is room for this at the bottom of the table). This is particularly important, so please give it some thought. It will be very valuable to share information sources you have discovered which may not be known by others.

Source.	Frequency of use.				Value rankings. [1=no value, 5=very high value]					Primary location of source used.					Uses of the source.				
Media Records (your newspaper)	4 or More Times a Month	1-3 Times a Month	Less Than Once a Month	Never	1	2	3	4	5	Department or Office	Other Dept.	Newspaper Library	University Library	Public Library	Company's Internal Presentations	Advertising Sales Presentations	Newsroom	Outside Requests	
Media Records' Retail Major Merchandisers	4 or More Times a Month	1-3 Times a Month	Less Than Once a Month	Never	1	2	3	4	5	Department or Office	Other Dept.	Newspaper Library	University Library	Public Library	Company's Internal Presentations	Advertising Sales Presentations	Newsroom	Outside Requests	

Source.	Frequency of use.				Value rankings. (1=no value, 5=very high value)					Primary location of source used.					Uses of the source.			
SRDS Newspaper Rates and Data	4 or More Times a Month	1-3 Times a Month	Less Than Once a Month	Never	1	2	3	4	5	Department or Office	Other Dept.	Newspaper Library	University Library	Public Library	Company's Internal Presentations	Advertising Sales Presentations	Newsroom	Outside Requests
Newspaper Advertising Bureau (NAB) reports	4 or More Times a Month	1-3 Times a Month	Less Than Once a Month	Never	1	2	3	4	5	Department or Office	Other Dept.	Newspaper Library	University Library	Public Library	Company's Internal Presentations	Advertising Sales Presentations	Newsroom	Outside Requests
ABC Publisher's Statement (Your newspaper)	4 or More Times a Month	1-3 Times a Month	Less Than Once a Month	Never	1	2	3	4	5	Department or Office	Other Dept.	Newspaper Library	University Library	Public Library	Company's Internal Presentations	Advertising Sales Presentations	Newsroom	Outside Requests
ABC Annual Audit Report (Your newspaper)	4 or More Times a Month	1-3 Times a Month	Less Than Once a Month	Never	1	2	3	4	5	Department or Office	Other Dept.	Newspaper Library	University Library	Public Library	Company's Internal Presentations	Advertising Sales Presentations	Newsroom	Outside Requests
ABC Fas-Fax	4 or More Times a Month	1-3 Times a Month	Less Than Once a Month	Never	1	2	3	4	5	Department or Office	Other Dept.	Newspaper Library	University Library	Public Library	Company's Internal Presentations	Advertising Sales Presentations	Newsroom	Outside Requests
American Newspaper Markets Circulation	4 or More Times a Month	1-3 Times a Month	Less Than Once a Month	Never	1	2	3	4	5	Department or Office	Other Dept.	Newspaper Library	University Library	Public Library	Company's Internal Presentations	Advertising Sales Presentations	Newsroom	Outside Requests
SRDS Newspaper Circulation Analysis (NCA)	4 or More Times a Month	1-3 Times a Month	Less Than Once a Month	Never	1	2	3	4	5	Department or Office	Other Dept.	Newspaper Library	University Library	Public Library	Company's Internal Presentations	Advertising Sales Presentations	Newsroom	Outside Requests

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Source.	Frequency of use.				Value rankings. [1=no value, 5=very high value]					Primary location of source used.					Uses of the source.			
BAR Reports (your market)	4 or More Times a Month	1-3 Times a Month	Less Than Once a Month	Never	1	2	3	4	5	Department or Office	Other Dept.	Newspaper Library	University Library	Public Library	Company's Internal Presentations	Advertising Sales Presentations	Newsroom	Outside Requests
Broadcasting/ Cablecasting Yearbook	4 or More Times a Month	1-3 Times a Month	Less Than Once a Month	Never	1	2	3	4	5	Department or Office	Other Dept.	Newspaper Library	University Library	Public Library	Company's Internal Presentations	Advertising Sales Presentations	Newsroom	Outside Requests
Sales & Marketing Management's Survey of Buying Power	4 or More Times a Month	1-3 Times a Month	Less Than Once a Month	Never	1	2	3	4	5	Department or Office	Other Dept.	Newspaper Library	University Library	Public Library	Company's Internal Presentations	Advertising Sales Presentations	Newsroom	Outside Requests
Editor & Publisher Market Guide	4 or More Times a Month	1-3 Times a Month	Less Than Once a Month	Never	1	2	3	4	5	Department or Office	Other Dept.	Newspaper Library	University Library	Public Library	Company's Internal Presentations	Advertising Sales Presentations	Newsroom	Outside Requests
Local demographic estimates (e.g., CACI, NPDC, govt. agencies)	4 or More Times a Month	1-3 Times a Month	Less Than Once a Month	Never	1	2	3	4	5	Department or Office	Other Dept.	Newspaper Library	University Library	Public Library	Company's Internal Presentations	Advertising Sales Presentations	Newsroom	Outside Requests
Local real estate or construction reports	4 or More Times a Month	1-3 Times a Month	Less Than Once a Month	Never	1	2	3	4	5	Department or Office	Other Dept.	Newspaper Library	University Library	Public Library	Company's Internal Presentations	Advertising Sales Presentations	Newsroom	Outside Requests
Local retail sales reports	4 or More Times a Month	1-3 Times a Month	Less Than Once a Month	Never	1	2	3	4	5	Department or Office	Other Dept.	Newspaper Library	University Library	Public Library	Company's Internal Presentations	Advertising Sales Presentations	Newsroom	Outside Requests
Local employment reports	4 or More Times a Month	1-3 Times a Month	Less Than Once a Month	Never	1	2	3	4	5	Department or Office	Other Dept.	Newspaper Library	University Library	Public Library	Company's Internal Presentations	Advertising Sales Presentations	Newsroom	Outside Requests

Source.	Frequency of use.				Value rankings. [1=no value, 5=very high value)					Primary location of source used.					Uses of the source.			
Databases:																		
1. Vu-Text	4 or More Times a Month	1-3 Times a Month	Less Than Once a Month	Never	1	2	3	4	5	Department or Office	Other Dept.	Newspaper Library	University Library	Public Library	Company's Internal Presentations	Advertising Sales Presentations	Newsroom	Outside Requests
2. The Source	4 or More Times a Month	1-3 Times a Month	Less Than Once a Month	Never	1	2	3	4	5	Department or Office	Other Dept.	Newspaper Library	University Library	Public Library	Company's Internal Presentations	Advertising Sales Presentations	Newsroom	Outside Requests
3. Nexis/Lexis	4 or More Times a Month	1-3 Times a Month	Less Than Once a Month	Never	1	2	3	4	5	Department or Office	Other Dept.	Newspaper Library	University Library	Public Library	Company's Internal Presentations	Advertising Sales Presentations	Newsroom	Outside Requests
4. Compuserve	4 or More Times a Month	1-3 Times a Month	Less Than Once a Month	Never	1	2	3	4	5	Department or Office	Other Dept.	Newspaper Library	University Library	Public Library	Company's Internal Presentations	Advertising Sales Presentations	Newsroom	Outside Requests
5. Dialog	4 or More Times a Month	1-3 Times a Month	Less Than Once a Month	Never	1	2	3	4	5	Department or Office	Other Dept.	Newspaper Library	University Library	Public Library	Company's Internal Presentations	Advertising Sales Presentations	Newsroom	Outside Requests
6. Dow Jones News/ Retrieval	4 or More Times a Month	1-3 Times a Month	Less Than Once a Month	Never	1	2	3	4	5	Department or Office	Other Dept.	Newspaper Library	University Library	Public Library	Company's Internal Presentations	Advertising Sales Presentations	Newsroom	Outside Requests
Trade journals:																		
1. American Demographics	4 or More Times a Month	1-3 Times a Month	Less Than Once a Month	Never	1	2	3	4	5	Department or Office	Other Dept.	Newspaper Library	University Library	Public Library	Company's Internal Presentations	Advertising Sales Presentations	Newsroom	Outside Requests
2. Editor and Publisher	4 or More Times a	1-3 Times a	Less Than Once a	Never	1	2	3	4	5	Department or Office	Other Dept.	Newspaper Library	University Library	Public Library	Company's Internal Presentations	Advertising Sales Presentations	Newsroom	Outside Requests

Source.	Frequency of use.				Value rankings. [1=no value, 5=very high value]					Primary location of source used.					Uses of the source.			
3. Presstime	4 or More Times a Month	1-3 Times a Month	Less Than Once a Month	Never	1	2	3	4	5	Department or Office	Other Dept.	Newspaper Library	University Library	Public Library	Company's Internal Presentations	Advertising Sales Presentations	Newsroom	Outside Requests
4. Newspaper Research Journal	4 or More Times a Month	1-3 Times a Month	Less Than Once a Month	Never	1	2	3	4	5	Department or Office	Other Dept.	Newspaper Library	University Library	Public Library	Company's Internal Presentations	Advertising Sales Presentations	Newsroom	Outside Requests
Newspapers:																		
1. Wall Street Journal	4 or More Times a Month	1-3 Times a Month	Less Than Once a Month	Never	1	2	3	4	5	Department or Office	Other Dept.	Newspaper Library	University Library	Public Library	Company's Internal Presentations	Advertising Sales Presentations	Newsroom	Outside Requests
2. New York Times	4 or More Times a Month	1-3 Times a Month	Less Than Once a Month	Never	1	2	3	4	5	Department or Office	Other Dept.	Newspaper Library	University Library	Public Library	Company's Internal Presentations	Advertising Sales Presentations	Newsroom	Outside Requests
3. USA Today	4 or More Times a Month	1-3 Times a Month	Less Than Once a Month	Never	1	2	3	4	5	Department or Office	Other Dept.	Newspaper Library	University Library	Public Library	Company's Internal Presentations	Advertising Sales Presentations	Newsroom	Outside Requests
Newsletters:																		
1. Data User News (Census)	4 or More Times a Month	1-3 Times a Month	Less Than Once a Month	Never	1	2	3	4	5	Department or Office	Other Dept.	Newspaper Library	University Library	Public Library	Company's Internal Presentations	Advertising Sales Presentations	Newsroom	Outside Requests
2. Kiplinger Washington Letter	4 or More Times a Month	1-3 Times a Month	Less Than Once a Month	Never	1	2	3	4	5	Department or Office	Other Dept.	Newspaper Library	University Library	Public Library	Company's Internal Presentations	Advertising Sales Presentations	Newsroom	Outside Requests

Source.	Frequency of use.				Value rankings. [1=no value, 5=very high value]					Primary location of source used.					Uses of the source.			
3. Newspaper Advertising Bureau Research Memo	4 or More Times a Month	1-3 Times a Month	Less Than Once a Month	Never	1	2	3	4	5	Department or Office	Other Dept.	Newspaper Library	University Library	Public Library	Company's Internal Presentations	Advertising Sales Presentations	Newsroom	Outside Requests
4. Roper Public Pulse	4 or More Times a Month	1-3 Times a Month	Less Than Once a Month	Never	1	2	3	4	5	Department or Office	Other Dept.	Newspaper Library	University Library	Public Library	Company's Internal Presentations	Advertising Sales Presentations	Newsroom	Outside Requests
5. Research Alert	4 or More Times a Month	1-3 Times a Month	Less Than Once a Month	Never	1	2	3	4	5	Department or Office	Other Dept.	Newspaper Library	University Library	Public Library	Company's Internal Presentations	Advertising Sales Presentations	Newsroom	Outside Requests
6. The Numbers News	4 or More Times a Month	1-3 Times a Month	Less Than Once a Month	Never	1	2	3	4	5	Department or Office	Other Dept.	Newspaper Library	University Library	Public Library	Company's Internal Presentations	Advertising Sales Presentations	Newsroom	Outside Requests
Surveys:																		
1. 1987 Simmons Nat'l Study of Local Newspaper Ratings (top 50 markets)	4 or More Times a Month	1-3 Times a Month	Less Than Once a Month	Never	1	2	3	4	5	Department or Office	Other Dept.	Newspaper Library	University Library	Public Library	Company's Internal Presentations	Advertising Sales Presentations	Newsroom	Outside Requests
2. 1987 Scarborough Newspaper Audience Ratings Study (top 50 markets)	4 or More Times a Month	1-3 Times a Month	Less Than Once a Month	Never	1	2	3	4	5	Department or Office	Other Dept.	Newspaper Library	University Library	Public Library	Company's Internal Presentations	Advertising Sales Presentations	Newsroom	Outside Requests
3. 1987 Simmons Study of Media and Markets	4 or More Times a Month	1-3 Times a Month	Less Than Once a Month	Never	1	2	3	4	5	Department or Office	Other Dept.	Newspaper Library	University Library	Public Library	Company's Internal Presentations	Advertising Sales Presentations	Newsroom	Outside Requests
4. Your own local market survey (in-house or supplier)	4 or More Times a Month	1-3 Times a Month	Less Than Once a Month	Never	1	2	3	4	5	Department or Office	Other Dept.	Newspaper Library	University Library	Public Library	Company's Internal Presentations	Advertising Sales Presentations	Newsroom	Outside Requests

Source.	Frequency of use.				Value rankings. [1=no value, 5=very high value]					Primary location of source used.					Uses of the source.			
List up to five other sources you use which you find valuable.																		
1. _____	4 or More Times a Month	1-3 Times a Month	Less Than Once a Month	Never	1	2	3	4	5	Department or Office	Other Dept.	Newspaper Library	University Library	Public Library	Company's Internal Presentations	Advertising Sales Presentations	Newsroom	Outside Requests
2. _____	4 or More Times a Month	1-3 Times a Month	Less Than Once a Month	Never	1	2	3	4	5	Department or Office	Other Dept.	Newspaper Library	University Library	Public Library	Company's Internal Presentations	Advertising Sales Presentations	Newsroom	Outside Requests
3. _____	4 or More Times a Month	1-3 Times a Month	Less Than Once a Month	Never	1	2	3	4	5	Department or Office	Other Dept.	Newspaper Library	University Library	Public Library	Company's Internal Presentations	Advertising Sales Presentations	Newsroom	Outside Requests
4. _____	4 or More Times a Month	1-3 Times a Month	Less Than Once a Month	Never	1	2	3	4	5	Department or Office	Other Dept.	Newspaper Library	University Library	Public Library	Company's Internal Presentations	Advertising Sales Presentations	Newsroom	Outside Requests
5. _____	4 or More Times a Month	1-3 Times a Month	Less Than Once a Month	Never	1	2	3	4	5	Department or Office	Other Dept.	Newspaper Library	University Library	Public Library	Company's Internal Presentations	Advertising Sales Presentations	Newsroom	Outside Requests

2) List below any information you have needed or wanted in the past two years, but could not find (e.g., number of "high tech" companies in your market, number of 18-24 year-olds by zip code, and so forth). List up to four items.

1. _____

2. _____

3. _____

4. _____